

TAF VARSITY LUNCHEON 2020

JOURNEY TO JUSTICE

MARCH 11, 2020 11 AM - 1 PM

Amazon Meeting Center, Seattle, WA

EVENT SPONSORSHIP 2020

TAF

inside OVERVIEW: TAF + LUNCHEON **1** REACH **2** EVENT SPONSORSHIP **3** KEY INFO + CONTACT **7**

overview

ABOUT TAF

TAF is a Seattle-based nonprofit leader that partners with local schools, companies, and communities to equip underrepresented K-12 students with free, public STEM education and tools to enter college and careers. Since 1996, TAF has worked to create opportunities for students to access traditionally white, male dominated industries by providing industry relevant technical skills, career experiences, and supportive academic environments to encourage early discovery of career pathways. We also work with educators, so more students can learn in an unbiased, equitable environment where the ethnic make-up of the teaching staff is representative of the student body. Through our cohesive programs - School Transformation, Martinez Fellowship Program, and our model school TAF@Saghalie - we impact over 22,000 public school students and teachers across Washington State.

TAF VARSITY LUNCHEON: JOURNEY TO JUSTICE

TAF Varsity Luncheon is an annual spring fundraiser that brings together a collective of Seattle's most influential leaders across multiple sectors, drawing over 500 industry professionals whom stand in support of preparing students for careers through an equitable STEM education.

For more than twenty-two years, TAF has dedicated efforts to provide educational justice to marginalized students, specifically of color. This kind of work takes time - it is a journey, not a sprint. Our journey to justice is a commitment, with each day of progress unveiling new ways to serve our students and teachers better. This year's luncheon highlights the commitment of our students, teachers, schools, individuals, foundations, and corporate partners to the journey in order to create more equitable opportunities in education and beyond.

IMPACT IN 2018-2019

1,426



Individual career experiences provided to students through internships, job shadows, site visits, and more.

35

School districts in Washington State that have at least one STEMbyTAF educator.

100%



On-time graduation rate at TAF@Saghalie, TAF's model 6-12th-grade public STEM school.



ADDED:

- Five new school and university partnerships
- Largest cohort to Martinez Fellowship Program
- New Lego League Robotics at TAF partner schools
- Coding programs for all students at TAF@Saghalie

EVENT DETAILS

Wednesday, March 11, 2020, 11 am - 1 pm

Amazon Meeting Center

2031 7th Avenue, Seattle, WA 98121

Suggested minimum donation: \$200/guest

reach

Our luncheon is attended by Seattle's most influential leaders across multiple sectors, drawing over 500 industry professionals, philanthropists, policy makers, and elected officials — all of whom stand in support of equitable STEM education. Beyond our luncheon, our work has gained national support and advocacy.

NOTABLE ADVOCATES

LATASHA GILLESPIE

Head of Global Diversity and Inclusion at Amazon Studios

SHIZA SHAHID

Founder and CEO of the Malala Fund

NICHELE NICHOLS

Singer, Actress known for her role as Commander Nyota Uhura in Star Trek

DANNY GLOVER

Actor, Director, and Political Activist known for films such as Lethal Weapon, The Color Purple, Beyond the Lights, and Sorry to Bother You

MAGIC JOHNSON

Former NBA Player for the LA Lakers

JENNY DURKAN

Mayor, City of Seattle

ONLINE

9,500+
email list

6,465+
social media community

EVENT

500
attendees

49
organizations

#TAFLUNCH SPURS ONLINE CONVERSATION



Arry Yu
@ArryinSeattle

Great work being done by @STEMbyTAF (the Technology Access Foundation). Donated today - if you haven't had a chance yet, take a minute to give to enable more of this important work for our future. #invest #education

5:32 PM · Mar 6, 2019 · Twitter for iPhone



Anthony Patterson
@TonyPatt85

What an inspiring lunch with @STEMbyTAF! Thank you for all of the work you do to inspire the future leaders in Puget Sound. Props to innovative/analog way to capture the educational journey of attendees! It was a pleasure to represent @RevelConsulting

12:58 PM · Mar 6, 2019 · Twitter Web App



Bre'Ana Deen
@bre_deen

So great to hear #tafmoments stories from teachers & students at today's #taflunch. The work @trishdziko and @STEMbyTAF do is deeply impactful and inspiring



2:58 PM · Mar 7, 2018 · Twitter for iPhone

event sponsorship

JOIN THE JOURNEY TO CREATE A MORE EQUITABLE SOCIETY

Today, our students are working alongside professionals impacting everything from commercial travel to environmental research. Our teachers continue to be selected for administrative leadership roles to inspire systemic change in districts. Your sponsorship investment helps TAF create a sustainable, equitable, local pipeline of qualified future changemakers to solve Washington State's current STEM talent shortage.

Your employees are already connected and inspired.

Around **37%** of TAF's individual gifts are tied to workplace giving, and almost **50%** of employees volunteer on behalf of their companies. Your partnership allows our students continued access to STEM field exposure, while providing your company thorough brand visibility and alignment with equitable STEM opportunities for marginalized communities.

We've crafted sponsorship opportunities suitable for organizations of all levels, making it easier for you to support a cause you care about while being mindful of your budget. Additionally, by sponsoring our luncheon, your company will have fulfilled the financial entry requirements of becoming a TAF Alliance Partner!*























**Contact corporatealliance@techaccess.org to learn more about becoming a TAF Alliance Partner.*

INTERESTED IN SPONSORING? >>

Contact tyronec@techaccess.org or visit techaccess.org/luncheon/sponsor to learn more.















sponsorship packages

	PREMIERE \$30,000+	PATHFINDER \$20,000+	TRAVELLER \$10,000+
DIGITAL			
Your company on our website's luncheon landing page	Large Logo	Medium Logo	Small Logo
Your company on luncheon registration page	Linked Logo	Linked Logo	Logo
Sponsorship acknowledgement on social media to 4,500+ followers			
Your linked logo included in event emails to 9,500+ recipients			
Your logo on the event banner on our website's homepage		-	-
Feature highlighting sponsorship in End of Year magazine			
Logo shown in promotional video		-	-
PRINT			
Your company on event invitations/mail	Large Logo	Medium Logo	Small Logo
Your company listed as a sponsor in the luncheon program	Large Logo	Medium Logo	Small Logo
ON-SITE			
Your logo appears on Varsity Luncheon event staff t-shirt			
Your logo on Step + Repeat photo booth			-
Verbal recognition at Varsity Luncheon			
Your logo to appear on event screens before formal program			
VIP sponsor seating (optional)*	8	6	4

*Must claim seats through representative registrations by February 28 to avoid forfeiture.

sponsorship packages

	TRAVELLER \$10,000+	EXPLORER \$5,000+
DIGITAL		
Your company on our website's luncheon landing page	Small Logo	Name
Your company on luncheon registration page	Logo	Name
Sponsorship acknowledgement on social media to 4,500+ followers		
Your linked logo included in event emails to 9,500+ recipients		
Feature highlighting sponsorship in End of Year magazine		
PRINT		
Your company on event invitations/mail	Small Logo	Name
Your company listed as a sponsor in the luncheon program	Small Logo	Name
ON-SITE		
Your logo appears on Varsity Luncheon event staff t-shirt		
Verbal recognition at Varsity Luncheon		
Your logo to appear on event screens before formal program		
VIP sponsor tickets (optional)*	4	2

Didn't find what you were looking for?

Review more sponsorship opportunities on page 7!

**Must claim seats through representative registrations by February 28 to avoid forfeiture.*

other opportunities

In addition to our traditional sponsorship packages, we offer flexibility when it comes to how you'd like to support our Varsity Luncheon. Here are other ways you can support our event:

"SIGHTSEER" COMMUNITY PARTNERSHIP (\$1,000-\$5,000)

Organizations of all sizes can support TAF and our students and teachers. As a Community Partner, your organization will receive:

- A listing as a Community Partner in our luncheon program
- A listing on our luncheon landing page

IN-KIND SPONSORSHIPS

- Catering
- Printing
- Photography
- Videography
- Gift Items
- SWAG, and more.

NAMED SPONSORSHIPS

- Live Stream
- Student Expo
- Interactive Guest Experiences
- Donation Stations, and more.

Didn't find what you were looking for?

If you would like to design your own opportunities of partnership and engagement, reach out to luncheon@techaccess.org for customized packages.

INTERESTED IN SPONSORING? >>

Contact tyronec@techaccess.org or visit techaccess.org/luncheon/sponsor.



key info

RECOGNITION ACTIVITY TIMELINE

To ensure proper sponsor recognition, please review the following benefit deadlines. Early commitments help us include your company in as many luncheon-related materials as possible.

SPONSORSHIP BENEFIT	COMMITMENT DEADLINE
Save the Date	October 31, 2019
Logo feature in End of Year Magazine	December 5, 2019
Logo on Landing Page, Home Page, Registration Page, Invitation	January 5, 2020
Promo Video	February 1, 2020
Event T-shirts, Step + Repeat	February 20, 2020
VIP Seating Registration	February 28, 2020
Event Program, Screen Displays	March 1, 2020

contact

To learn more about the TAF Varsity Luncheon 2020: Journey to Justice, sponsorship opportunities contact: **TYRONE CUNNINGHAM**
tyronec@techaccess.org or **206.725.9095 ext. 122.**

View sponsorship opportunities online at techaccess.org/luncheon/sponsor.

VIP SPONSOR SEATING

If your company elects to attend the luncheon, **please register your company guests by February 28, 2020.** That way, we can determine how many seats are still available to accommodate our waitlist.

TIPS FOR RECRUITING COMPANY REPRESENTATIVES:

- **Select members of your company who are passionate** about education, social justice, children, and/or STEM
- **Identify people who would be compelled to give at least \$200** (the suggested minimum donation), which can be donated at once or over the span of 12 months, to help us meet our fundraising goal.
- **Set a guest RSVP deadline.** To help you keep track, we'll provide registration updates prior to the VIP registration deadline.

EMPLOYEE MATCHING

Does your company offer employee matching? If so, remind your guests to submit their donations to double their impact!

STAY IN THE KNOW.

Keep track of your company sponsorship benefits by following us online and joining our email list.

SOCIAL: @STEMbyTAF WEB: techaccess.org